

# Yunfei (Jesse) Yao

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## EDUCATION

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**University of California, Berkeley**, Ph.D. Business Administration, 2023 (expected)

Advisor: J. Miguel Villas-Boas

**Stanford University**, Exchange student in Economics, 2019

**University of Michigan**, B.S. Mathematics, B.S. Statistics, 2017

**Peking University**, Major in Mathematics, 2012 - 2015

## RESEARCH INTERESTS

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◦ Competitive Strategy                      ◦ Incentives and Contracts                      ◦ Economics of Information

## PAPERS

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◦ Dynamic Persuasion and Strategic Search

◦ Failure of Reputation for Privacy

◦ A Dynamic Model of Optimal Retargeting (with J. Miguel Villas-Boas)     *Marketing Science*, 2021

## WORK IN PROGRESS

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◦ Multi-attribute Search (*preliminary draft available upon request*)

◦ Optimal Contract with Lockout Technology (with Brett Green)

◦ Unifying Fairness and Efficiency in Multi-dimensional Screening: A Decentralization Approach

## TEACHING EXPERIENCE

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◦ Graduate Student Instructor, Marketing Strategy (MBA), 2022

◦ Graduate Student Instructor, Microeconomic Theory (graduate), 2020

◦ Graduate Student Instructor, Marketing (undergraduate), 2019

## INDUSTRY EXPERIENCE

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SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## HONORS AND AWARDS (GRADUATE)

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◦ ISMS Doctoral Consortium Fellow, 2020, 2021

◦ AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

◦ Sasakawa Young Leadership Fellowship, 2018

◦ Dean of the graduate division award, 2017

## SELECTED COURSEWORK

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*Marketing:*

Marketing Strategy

Special Research Topics in Marketing Strategy

J. Miguel Villas-Boas

Ganesh Iyer

Discrete Choice Model  
Choice Theory and Modeling  
Structural Models\*  
Bayesian Modeling\*  
Judgment and Decision Making

Przemek Jeziorski  
Fred Feinberg  
Puneet Manchanda  
Anocha Aribarg  
Ellen Evers

*Economics:*

Microeconomic Theory I  
Microeconomic Theory II  
Macroeconomic Theory I  
Decision Theory and Epistemic Game Theory  
Game Theory and Economic Applications  
Game Theory  
Mechanism Design  
Contracts, Information, and Incentives\*  
Theory and Practice of Auction Market Design\*  
Continuous-time Methods in Economics\*  
Continuous-time Asset Pricing Theory  
Corporate Finance Theory  
Industrial Organization (theory)  
Industrial Organization (empirical)

David Ahn  
Haluk Ergin  
Andrés Rodríguez-Clare, Pierre-Olivier Gourinchas  
David Ahn  
Gabriel Carroll  
Yuichiro Kamada  
Philipp Strack  
Ilya Segal  
Paul Milgrom, Michael Ostrovsky  
Yuliy Sannikov  
Richard Stanton  
Brett Green, Dmitry Livdan  
Joseph Farrell  
Kei Kawai

*Econometrics, Statistics, OR, and CS*

Econometrics I  
Econometrics II  
Machine Learning  
Statistical Inference  
Linear Model  
MCMC  
Linear Programming

Michael Jansson, Bryan Graham  
Demian Pouzo, James Powell  
Jacob Abernethy  
Ya'acov Ritov  
Ya'acov Ritov  
Yves Atchade  
Jon Lee

*Extensive and rigorous mathematical training*

in analysis, algebra, geometry, topology, combinatorics, number theory, differential equations, and probability

\*: audited while fully participated in the lectures, assignments, and exams